



Proverbs 31

MINISTRIES

Press Kit

By: Connor Casey



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Proverbs 31 Ministries
630 Team Rd
Matthews, NC 28105

"She Speaks" Fact Sheet

WHO:

For women looking to receive professional and Biblical training in their call to speak, write or lead.

WHAT:

"She Speaks" is one of the nation's leading conferences.

"She Speaks" is an annual training experience.

WHEN:

"She Speaks" will take place on July 20-22, 2018

WHERE:

"She Speaks" is held every July in Concord, NC.

WHY:

Each year, over 700 women gather to be equipped in their God-given callings.

The conference offers inspiring keynote messages and a wide variety of breakout sessions led by professionals in the industry.

BENEFITS:

Conference attendees will get to schedule meetings to meet with publisher to receive feedback and tips.

QUOTE:

"She speaks with wisdom and faithful instructions is on her tongue," said Lysa TerKeurst.

BACKGROUND ON "SHE SPEAKS":

When Lysa TerKeurst started on the path of book writing, speaking and marketing, she often wished she had someone with experience to share the dos and don'ts on that elusive path of ministry. After having to figure things out the hard way, TerKeurst promised God she would lend a hand to the aspiring writers, speakers and women in ministry walking this same journey. That's exactly what happened in the summer of 2001, when TerKeurst and a small band of women at Proverbs 31 Ministries started "She Speaks" to fulfill that promise. "She Speaks" has grown in the years since then.

BACKGROUND ON LYSA TERKEURST:

TerKeurst is a mother of five and the President of Proverbs 31 Ministries. She is the *New York Times* best-selling author of *Uninvited*, *The Best Yes*, *Unglued* and *Made to Crave*. TerKeurst was recently awarded the Champions of Faith Author Award and has been published in multiple publications, such as *Focus on the Family* and *CNN* online. Additionally, she has appeared on the Today Show as one of the leading voices in the Christian community. Each year, TerKeurst is a featured keynote presenter at more than 40 events across North America, including the Lifeway Abundance Conferences and the Catalyst Leadership Conference. She has a passion for equipping women to share their stories for God's glory through Proverbs 31 Ministries' annual She Speaks Conference and writer training program, COMPEL: Words That Move People.

INFORMATION CONTACT:

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For Immediate Release

Biography of Lysa TerKeurst

CONCORD, NC. (December 7, 2017)- Lysa TerKeurst used to feel unworthy and not good enough. When she was in elementary school, she has the vivid memory of skating in front of her other classmates then tumbling, leaving her with a less desirable feeling. She used to wish that her mother would let her dye her hair blonde and have the dentist fix her crooked teeth. Everything that would seem to come her way in life would leave her feeling inadequate. Trying to become liked more or more normal started to become TerKeurst's way of life. She would strive to impress people and become more lovable. She would use what other people thought of her to ask the question of "who am I?"

As she grew into a young woman, she was haunted by the lingering of her past. She was sexually abused for three years by a man who was like a grandfather figure in her life. Shortly after, her father walked out on her, her mother and her sister. Her parents ended up divorcing, leaving her mom left to make ends meet. TerKeurst's mother started working two jobs. All of these events left her feeling total abandonment. Her mother started taking the girls to church, where TerKeurst would start being

-more-

Biography----2

"the good girl" from developing the ideal in her head that God is what you put in. If you give, serve, and obey, you will get what you want and desire in return. Her mother remarried a man who loved not just her mom but her and her sister as well.

Her mother had two more girls with her stepdad around the time that she was packing and planning to leave for college. She saw this as a new opportunity a fresh start. No one to know of her awkward days or her past, she could be anyone she wanted. She chose to be the popular sorority girl dating the football player. She finally had her life together. She had love and a plan and her religion. TerKeurst thought her whole life was going great until she received a phone call from her parents saying that her youngest sister, Haley, was very sick. She needed a liver transplant in order to survive. TerKeurst made a deal with God that if He would save her sister she would pray more, serve more, go to church more, follow the rules more and be better all around. Haley did get a liver transplant and got better. TerKeurst viewed this as God answering her prayers. The summer came around so she returned home from college. She got to spend time with Haley and help her recover. The next school year started again, and TerKeurst moved back to school but called her mother everyday asking about Haley. She was keeping her end of the bargain with God and He was keeping His. Her view of religion soon changed after calling one morning to check on her sister. She heard her mother say the words, "Haley is much better now, Lysa, she has gone to be with Jesus."

She became angry, and her view of God and His promises changed. All she could think

(more)

Biography----3

about was life's unfairness. With her fist raised to the sky, she made the vow she would never love God, serve God, or believe in God. She had tried so hard to please her heavenly father like her earthly dad just for Him to walk out of her life too. She would no longer be "the good girl." At her sister's funeral she thought to herself: "My daddy couldn't love me, and God couldn't love me." She found men that would. She sank deeper and deeper. Until then, she had saved herself for marriage. She became the girl who found herself in an abortion clinic. The girl who was horrified at what she had become.

TerKeurst had a friend that she referred to as her "Bible friend." This friend would get on her nerves from her continuous quoting of scripture, but she loved the Lord with every fiber in her being. TerKeurst, for some reason, felt drawn to be friends with her. On the day of what would have been TerKeurst's due date she received a card from her "Bible friend." She knew that when she opened the card that she would find another Bible verse, and she did open it to find that. The verse Jeremiah 29:11 was written in the card. "For I know the plans I have for you," declares the LORD, "plans to prosper you and not to harm you, plans to give you hope and a future." That day a total transformation happened for TerKeurst. God spoke straight into her heart telling her, "Lysa, for I know the plans I have for you, plans to prosper you and not to harm you, Lysa. Plans to give you, Lysa, a hope and a future." She finally felt loved. God had painted a picture of what love should be for her. She learned that God loved her not for what she did right but simply because she was His. He took her cold, hardened heart and turned it into what

(more)

Biography----4

He had planned. She finally acknowledges God for who He is and that one yes to him that day long ago has turned into many yes thus far.

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For Immediate Release

Proverbs 31 Ministries Starts "Suffering and Sovereignty" for Local Women of Concord

CONCORD, NC. (December 7, 2017)- Proverbs 31 Ministries will be having a local Bible study, "Suffering and Sovereignty," in its home town of Concord, North Carolina. The study starting on Monday, January 15, 2018 at 6 p.m. from the home of Lysa TerKeurst.

This will be a great way to meet new women of God, build relationships and experience life change. This study is for woman of the ages of 20 years old to 25 years old. Every Monday for the next semester women can come together to learn and grow from "Suffering and Sovereignty." This Bible study content is coming from the books of Job, Ecclesiastes and Lamentations.

At the study women will come together to have some light snacks or desserts. This will be a time for mingling and catching up. Then women will sit around the living room, pouring over the pages of these books in the Bible, learning to deal with suffering and about God's complete sovereignty. To finish the night of study, women will share prayer request and praise reports, then have a closing prayer.

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"Suffering and Sovereignty"----2

This Bible study is for the women in the Concord community to be able to step away from life's demands and into a place of peace for a small period of time. Through this study women will not only experience healing and restoration, but also find community and friendship with women to help with life's struggles.

Proverb's 31 Ministries is very excited about "Suffering and Sovereignty!" There will be no cap on who can come so tell all your girlfriends. This will not be a study you want to miss out on. Please purchase the study book "Suffering and Sovereignty" from a local Lifeway store or order online from www.proverbs31ministries.com.

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For Immediate Release

"Compel" Training Now Available Nation-wide

CONCORD, NC. (December 7, 2017)- On Monday January 15, 2018, Compel Training will no longer be for residents in North Carolina. "Compel" training is now a nation-wide training for all writers and publishers.

"Compel" training is a monthly membership site, training and encouraging writers in all facets of writing and publishing from a Biblical perspective. Every week, we provide a new teaching in one of four categories: Craft, Coaching, Conversation and Creativity. In these teachings, members receive practical lessons on writing, inspirational messages, behind-the-scenes interviews from publishing industry experts, and encouraging life coaching advice.

Members also enjoy the blessing of being part of a thriving community of like-minded writers in our Community Forum and online Community Groups where relationships grow and friendships blossom. "Compel" is available for a low price of only \$25 a month with discounts for annual memberships. Registration opens four times per year, starting on January 15. We hope that the whole nation will fall in love with what the people of North Carolina have.

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10 lines
30 seconds

PROVERBS 31 MINISTRIES IS SEEKING TO LEAD WOMEN INTO A PERSONAL
RELATIONSHIP WITH CHRIST. THE NON-DENOMINATIONAL, NON-PROFIT CHRISTIAN
MINISTRY CAME FROM THE SCRIPTURES PROVERBS CHAPTER 31 VERSES TEN THROUGH
31. BY THESE VERSES, PROVERBS 31 HOPES TO REACH WOMEN IN THE MIDDLE OF THEIR
BUSY DAYS THROUGH FREE DEVOTIONS, SPEAKING EVENTS, CONFERENCES,
RESOURCES, ONLINE BIBLE STUDIES, AND TRAINING IN THE CALL TO WRITE, SPEAK,

(MORE)

Proverbs 31 Ministries Lead Women
2-2-2

AND LEAD OTHERS. WE ARE REAL WOMEN WHO OFFER REAL SOLUTIONS. WHEREVER A
WOMAN MAY BE ON HER SPIRITUAL JOURNEY, PROVERBS 31 MINISTRIES IS THERE TO
BE A TRUSTED FRIEND, WHO UNDERSTANDS THE CHALLENGES SHE FACES, WALKS BY
HER SIDE, AND ENCOURAGES HER AS SHE WALKS TOWARD THE HEART OF GOD.

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20 lines
60 seconds

THE FIRST FIVE APP IS A NEW WAY YOU CAN START EVERY DAY BY READING AND STUDYING GOD'S WORD. IF YOU HAVEN'T FIGURED OUT YOUR DAILY BIBLE STUDY ROUTINE OR ARE WANTING A FRESH NEW BIBLE STUDY, THIS APP IS FOR YOU. OPEN THE APP EACH WEEKDAY MORNING TO READ A CHAPTER OF THE BIBLE AND HAVE A SHORT TEACHING. PROVERBS 31'S VISION BEHIND THIS APP IS TO PROVIDE TIME-MANAGEABLE DEVOTIONS TO MAKE IT EASIER TO BE ABLE TO DIVE INTO GOD'S WORD.

THE APP IS FOR COLLEGE STUDENTS, PARENTS, GRANDPARENTS, AND BUSINESS OWNERS, PRETTY MUCH ANYONE ACROSS THE GLOBE. TO BRING THE WORD INTO THE

(MORE)

Proverbs 31 Ministries Releases The "First 5 App"
2-2-2

FIRST FIVE MINUTES OF YOUR DAY AND MAKE IT LIFE-CHANGING IS WHY WE CREATED THIS FIRST FIVE --- A FREE APP THAT WILL BRING TRUTH AND LIGHT INTO THE FIRST FIVE MINUTES OF YOUR DAY. ON THE FIRST FIVE, YOU CAN FOLLOW ALONG WITH THE DAILY READINGS, OR YOU CAN SELECT A PLAN PERSONALLY FOR YOU TO FOLLOW. THERE ARE A VARIETY OF STUDIES FROM THE BOOK OF GENESIS, A CHRIST ALONE STUDY WITH MANY BOOKS IN THE STUDY, A COVENANT BIBLE STUDY OF THE BOOKS OF RUTH, ESTHER, AND SONGS OF SOLOMON, TO A SUFFERING AND SOVERNITY STUDY. YOU WILL FIND THAT WE MUST EXCHANGE WHISPERS WITH GOD BEFORE SHOUTS WITH THE WORLD. FIRST FIVE WILL BRING COMPLETE PEACE INTO YOUR MORNING AND GIVE YOU THE COUAREGOUS TO START YOUR DAY TO LIVE FULLY TO THE STANDARD GOD HAS CALLED YOU TO LIVE. YOU CAN DOWNLOAD FIRST FIVE ON THE APPLE APP STORE OR ON ANDROID GOOGLE PLAY.

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Photo Captions



Remember this today ladies. Remember you are valuable. Remember you are enough. Remember you are loved. -Lysa TerKeurst



Our very own Lysa TerKeurst is speaking at Hillsong Conference right now! Head over to hillsongconference.com to stream it live.

TRUE FAITH *is finding*
CERTAINTY *in UNCERTAIN territory.*

Danya Jordan



What an inspiration @danyajordan is! Click this link
<https://www.lifechangestories/proverbs31.com> to read her testimony.



CALL TO ACTION

Donate to Proverbs 31 Ministries

Proverbs 31 Ministries is a non-denominational, non-profit Christian ministry that seeks to lead women into a personal relationship with Christ with Proverbs 31:10-31 as a guide. They are real women offering real-life solutions and comfort to the everyday woman in her busy life. Proverbs 31 has a variety of Bible studies offered through traditional paper, online and even through the First 5 App. Also, it holds conferences and events for women to go enjoy and learn. Proverbs 31 Ministries started out as a monthly newsletter and has now grown into a multifaceted ministry that touches and transforms the lives of women around the world. Over the years, it has witnessed thousands of salvations, become the fastest growing women's devotion now reaching over half a million subscribers, published best-selling books and numerous magazine articles, sold out speaking events, and hosted She Speaks Conference, equipping and inspiring over 5000 women to share the gospel through speaking or writing.

This non-profit ministry is changing lives of women all around the world. However, the ability to alter lives and change the world for the better comes with many costs. Therefore, Proverbs 31 needs the generous hearts of others. As with anything, even ministries, money is involved to help keep them up and running. Proverbs 31 Ministries would not, and cannot, be all it is and can be without its donors.

There are always the few who will think or question whether donating is even worth the while. There will also be those who think another non-profit ministry would be the better pick. While many non-profit ministries are great and deserving of donors' money, there are some organizations that do not use donations wisely. Proverbs 31 ensures its donors that the money donated will be money well spent. The website <https://proverbs31.org/> is constantly transparent about where donors' time and money go. Supporters can go and view annual reports along with audited financials. Therefore, the worry of what the donors' money is being used for is wiped away. Donating money is not possible for everyone. For this reason, Proverbs 31 would be blessed to have prayer warriors behind its ministry and work. Since Proverbs 31 Ministries is a non-profit ministry, it is always in need of supporters. With the support of donors more than:

- 1.5 million people are digging deeper into God's Word with the free First 5 mobile app
- 700,000 people receive Encouragement for Today free daily email devotions
- 4.7 million people find Biblical truth, beauty, hope and God's love by connecting on Facebook, Twitter, Instagram, and Pinterest.

- 3,500 people are getting equipped for their ministry calling through She Speaks conference and COMPEL writers training.
- 6 million women and families are hearing Biblical teaching through the Everyday Life with Lysa radio show airing on 1,350 stations throughout the US.

When the world is trying to quiet Biblical truth, Proverbs 31 Ministries is determined to help women engage with God's truth like never before through the resources offered each day. Ways you can give today vary. Prayer warriors give by starting to pray daily today. By giving online, you can give a monthly or one-time gift safely and securely through a credit card or checking account. Give by phone by calling the donor department at 877-731-4663 x 221. In addition, we gratefully accept donations via mail to Proverbs 31 Ministries. Please address to Proverbs 31 Ministries with the mailing address of 630 Team Road, Suite 100 Matthews, NC 29105. If you feel led to, please give today!



Proverbs 31 Ministries
630 Team Rd
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December 7, 2017

Carson Strickland, Social Media Coordinator
Verge Social Media Group
778 Fields St
Johnson, NC 25905

Dear Mrs. Strickland,

We at Proverbs 31 Ministries have been brainstorming ways to revamp our social media presence by looking into many different options and ways to move towards a solution. We thought it would be best to contact you in the hopes that you will choose us to win your social media client contest.

Having heard about your contest through Facebook, we immediately decided we want to win and receive you and your team's assistance with our social media platform's presence. Getting the opportunity to have our social media and branding revamped for free would mean the world to us at Proverbs 31. We have listed below why we feel we should win your contest.

First, we are a non-profit organization that only receives money from donors, which can make it difficult when wanting to splurge on things outside of our specific budget. In all honesty, we do not have money to set aside to pay employees to run our social media accounts. We run our Instagram and Facebook when we get the chance for a breather or in between work and lunch or bathroom breaks.

Secondly, we at Proverbs 31 Ministries have the desire to learn about your art that you craft. Social media has become a fast rising thing. We want to stay caught up with what people are being receptive to and how they are wanting to receive information. We do not just want you and your team to do the work for us. In the short period of allotted time, the contest would win us, but we want you and your team to teach us not only how to run our social media efficiently but how to brand it.

Thirdly, we believe that our cause is the best one to choose and help. Proverbs 31 Ministries is a non-denominational, non-profit Christian ministry that seeks to lead women into a personal relationship with Christ. We are real women offering real-life solutions to those striving to maintain life's balance, in spite of today's hectic pace and cultural pull away from Godly principles. We want to see life change take place through our social media with the help of you.

Proverbs 31 truly hopes and prays that you will pick us as the winner for the social media client contest winner. We would benefit greatly from winning and so would the women that we serve nation-wide. We exist to be a trusted friend for these women all over, and with your help,

we will be able to further that existence through the awesome social media brands we could work together to create. We look forward to hearing from you.

Sincerely,

Connor Casey
Event Coordinator